Development Log

3.1.12 (August 30, 2025)

- Added auto-populate feature for **medium** and **source** (server and client side)
- Added **Facebook CAPI** integration for WPForms submissions
- Added support for **Yelp** as a traffic source

3.1.11 (July 16, 2025)

- Bug fixes and improvements on **Define your own** feature
- Added support for **Flamingo** with Contact Form 7 in analytics
- Added support for **WS Form** in analytics

3.1.10 (June 30, 2025)

- Refined UTM source detection by updating regex patterns to include domain-level checks, improving referral accuracy—now recognizes AI tools like `openai`, `Perplexity`, `Claude`, and `Gemini` as sources
- Improved how cookies are handled to boost compatibility and security across browsers
- Enhanced **Define your own** feature with dynamic value support—now allows combining static input with cookie-based values
- Resolved deprecated code issues and implemented various bug fixes and performance improvements

3.1.9 (June 15, 2025)

- Fixed a bug when removing conditions in "Define Your Own"
- Fixed an issue where enabling Full Tracking mode removed the Zapier webhook URL

3.1.8 (May 21, 2025)

- Expanded support for UTM tracking with new parameters: `wbraid` and `gbraid`
- Improved compatibility with WP REST API by allowing POST-based UTM tracking with cookie consent validation
- Refined subscription logic to better handle user signups via updated action hooks for MemberPress

3.1.7 (May 8, 2025)

- Enhanced AI-driven insights for improved reporting and decision-making
- Enhanced DYO logic management with new condition grouping and improved UI
- Added support for additional AI sources in UTM parameter handling

3.1.6 (Apr 7, 2025)

- AI-powered insight support for MemberPress

3.1.5 (Mar 26, 2025)

- AI-powered insight report fatal bug fix
- DYO bug fix

3.1.4 (Mar 26, 2025)

- Added full tracking mode for enhanced data collection capabilities (just like GA4).
- Complete revamp of AI-powered insights analytical functionality - Better UI!
- Updated DYO logic operators with 'defined' and 'not_defined' options for better condition handling.
- Improved traffic source detection by adding checks for fbclid and _fbc cookies.
- Refactored merge tag callback handling for Ninja Forms to ensure compatibility with version 3.9.2.

3.1.3 (Mar 18, 2025)

- Ninja Form - Merge Tag Hotfix

3.1.2 (Feb 24, 2025)

- New Onboarding experience
- Enhanced cookie management with the introduction of session cookies, allowing cookies to

expire at the end of browser sessions
- Improved decoding and sanitization of URL parameters for better data integrity and security (Fixing potential XSS vuln).
- Added support for WooCommerce checkout blocks, improving integration with WooCommerce's latest features.

3.1.1 (Nov 12, 2024)

- Enhanced the license modal for better user interaction.
- Introduced an event dispatcher with `HandL-After-Main-Function` for custom event handling.
- Implemented the "Define Your Own" logic feature for custom UTM parameter manipulation.
- Added support for Ninja Forms by including form ID in data submissions (Zapier, Make).
- Expanded LatePoint compatibility by adding booking data form support.

3.1.0 (Sep 19, 2024) - Major Update for FB CAPI

- Integrated Facebook CAPI support for multiple platforms including WooCommerce, Gravity Forms, Contact Form 7, Ninja Forms, Formidable Forms, Thrive Architect Forms, Fluent Forms, Elementor Forms.
- Implemented several minor bug fixes for HandLAdminReportInsight (client side).
- Enhanced generic Woo Meta Update to be HPOS compatible.
- Introduced "no-utm" class to prevent Append UTM actions for selected anchor tags (a).
- Fixed deprecation warning related to dynamic property creation in Puc_v4p9_Plugin_Info::$details_url.
- Added method getAllHandLUTMParams to retrieve all handl data from cookies (client-side).
- Added support for user registration integration with Zapier and Make for platforms such as BuddyPress, LearnDash, and NextEndSocial.
- Added support for disabling server side tracking with one click for sites that do not want to leverage server side caching.

3.0.62 (Aug 9, 2024)

- Added support for Formidable forms in AI Insight.
- Introduced datepicker functionality for AI insight to enhance date selection.
- Fixed issue with generating reports to ensure correct data presentation.
- Resolved WooCommerce add order issue when HPOS is enabled, ensuring smoother order processing.
- Added support for Contact Form 7 in AI Insight Reporting to provide more comprehensive data analysis.
- Fixed a typo in Divi Form AI Insight Reporting for improved accuracy.

3.0.61 (Jul 8, 2024)

- Removed: Specified type attribute in Gravity Forms JavaScript code for clarity. This caused nitropack to cache our asset

3.0.60 (Jul 2, 2024)

- Added data-src support for utm-src (iframe append) feature.
- Introduced support for Part Payment plugin in WooCommerce for enhanced reporting.
- Enabled Divi Form integration for AI Report Insight.
- Specified type attribute in Gravity Forms JavaScript code for clarity.
- Excluded anchor href from the append UTM feature to prevent URL conflicts.
- Borlabs Cookie client side integration.
- Avada support for WooCommerce tracking.

3.0.59 (May 19, 2024)

- **Added**: ActiveCampaign client-side tracking support.
- **Added**: HPOS support for WooCommerce.
- **Added**: HPOS support for WooCommerce Analytics.
- **Added**: Elementor form in modal support.

3.0.58 (Mar 25, 2024)

- Added support for WPForm, NinjaForm and WooCommerce for AI Insight
- Added support for SureCart to enhance e-commerce tracking capabilities.
- Integrated with WPForm, NinjaForm, and WooCommerce for improved AI Insight functionality.
- Included support for Borlabs Cookie v3, ensuring compatibility with the latest version.
- Adjusted positioning of hidden fields to follow customer details for better data collection in HPOS environments
- Better support for WooCommerce with HPOS

3.0.57 (Mar 7, 2024)

- Fixed issue with handling URLs containing hashes.
- Updated plugin to ensure UTM parameters are only visible to admins in comments for privacy.
- Corrected a typo affecting WooCommerce data capture functionality.
- Added support for capturing subtotals in server-to-server communications

- Implemented some wording changes to enhance clarity within the plugin.
- Improved data handling by decoding query values when accessed.
- Enhanced WooCommerce data capture with additional fallback methods.
- Resolved a bug related to dynamic properties in the wp package updater.

3.0.56 (Dec 14, 2023)

- Introduction of Report Insight feature (Powered by AI)
- WooCommerce HPOS support now available
- Fixed UTM append issue for CTAs on home page
- New parameter 'handl_landing_page_base' added
- Fillout support now available
- Removed UTM append from menu items
- Backend append URL support for AFL removed
- Latepoint export compatibility added
- Latepoint action fixed for upgraded versions
- Fixed default value issue with Gravity form
- WooCommerce client-side tracking added; server-side tracking removed
- Character limit set for wildcard entries in JavaScript
- Custom parameters can now be access from the client-side

3.0.55 (Sep 9, 2023)

- We've enhanced Amelia capture functionality for expanded usability.
- New! Support for PayPal plugin checkout is now available.
- We’ve added support for GDPR-cookie-compliance/moove-GDPR to ensure data privacy.
- The software now includes support for LatePoint to optimize your appointment scheduling.
- Minor code documentation has been implemented for Thrive Leads.
- We've fixed the WooCommerce postback issue for smooth operation.
- Real Cookie Banner Pro is now supported for your privacy concerns.
- JotForm support has been added for easier form creation and sharing.
- The _POST check from the client side of Gravity Form has been removed to improve performance.
- Active Campaign support has been seamlessly integrated for enhanced marketing automation.
- We've also fixed the utm-out-js issue.
- We've removed the username and email fields to prevent further issues. We apologize for any inconvenience caused.
- The text base email feature in WooCommerce has been fixed for better communication.

3.0.54 (May 4, 2023)

- Server Side Cookie Setting Improvements
- first_traffic_source added
- Zapier support added for WP Forms
- Append All feature retired from server side. Now it is only client side for improve efficiency.
- Ninja Form to hide fields removed - side effect (it was hiding the form in some cases)
- handl_utm_append_params added to control the fields being appended by end user
- Append UTM feature improvement for links having # inside.
- WS Form Support Added
- Jet Form Builder Support Added
- Dynamics 365 Form improvement
- Elementor double value generation fix. Legacy autofill removed
- Real Cookie Banner Support Added
- Added option for user to select whether HandL data will be included in the admin email

3.0.53 (Jan 3, 2023)

- Bugfix: multiple duplcaited first_utm_source
- utm-src client side improvement
- Complianz Free version support and client-side improvements
- FormStack support
- Kadence Block Form support

3.0.52 (Nov 13, 2022)

- **Critical:** The entire GDPR logic has been revamped, now UTM Grabber collects data regardless. Action required for preventing data collection before consent.
- Cookiebot Improvement: CookiebotOnAccept integration, so cookies are registered right after consent is given (w/o page refresh)
- Complianz GDPR improvement
- Cookie Notice GDPR improvement
- Cookieyes GDPR improvement
- Cookiebot GDPR integration introduced
- Cookie Information Consent Solution GDPR support introduced
- Onetrust GDPR support introduced
- WP Jobs Manager support introduced
- Amelia Booking support introduced
- Added all the first_ attribution params, handl_ and traffic_source as main params. So they are not need to be added as Custom Params any more
- Non-breaking logic improvement/optimization for client-side tracking. So we can add lots of cool features in future

3.0.51 (Sep 08, 2022)

- OptinMonster support
- YITH WooCommerce Request a Quote support added
- Fix for CF7 Zapier trigger (wpcf7_mail_sent instead of wpcf7_before_send_mail)
- Fluentform support added for Zapier
- Fixing the CRON related COOKIE issues
- Fixing some wording in the plugin and added some documentations
- Allow hardcoded predefine value
- Added RunFieldFiller function for re-use
- Populate Links exceptions added

3.0.50 (Apr 20, 2022)

- handl_ref param improvements
- improvement for append UTM when anchor sign is present (server side)
- Twitter attribution for t.co improved
- Borlabs implementation
- Complianz implementation
- traffic_source = Social added

3.0.49 (Mar 2, 2022)

- traffic_source parameter improvement

3.0.48 (Mar 1, 2022)

- organic_source and organic_source_str parameter fix (last attribution)
- Yahoo and Duckduckgo added as Organic param

3.0.47 (Feb 25, 2022)

- Added MemberPress support
- Thrive Leads bug fix for email parameter
- Generic user registration UTM tracker added (deprecating Affiliate WP)
- Append UTM prevent adding UTMs to self
- function dd removed due to conflict

3.0.46 (Feb 23, 2022)

- Fixing traffic_source - major bug
- Adding borlabs compatibility
- Fixing Append UTM for navigation bar links

3.0.45 (Feb 04 , 2022)

- traffic_source improvement
- Gravity form client side tracking improvement
- handl_url_base bugfix

3.0.44 (Jan 25, 2022)

- New shortcode added handl_url_base - it is similar to handl_url without parameters
- Added today and yesterday to the WooCommerce report page
- Added sale price, Profit, BE_ROAS, COGS, PM and ROI to WooCommerce Report

3.0.43 (Jan 17, 2021)

- Tracking fbclid, msclkid by default
- Null pointer fix for Append All feature.
- traffic_source fix for Bing Ads
- Original ref capture for Yahoo
- Prevent append for sms: links
- gaclient id fix (client-side), it was picking up referrer at times
- predefine variable bugfix: if shortcode is not rendered, replace to empty
- Added utm term and content support for WooCommerce

3.0.42 (Nov 17, 2021)

- Bugfix: Prevent appending UTMs having achor link in them

3.0.41 (Nov 14, 2021)

- Bugfix: utm-out and utm-out-js decoding the URL parameters

3.0.40 (Nov 10, 2021)

- Bugfix: utm-out and utm-out-js appending the query args already present

3.0.39 (Nov 05, 2021)

- Bugfix: Encode problem fix for utm-out

3.0.38 (Nov 02, 2021)

- Append URL fix for utm-out. Honoring the custom parameters only

3.0.37 (Nov 01, 2021)

- Append UTM improved for gaclientid
- overall improvement for utm-out class
- predefined value can set gaclientid
- gaclientid delays handled in the plugin so gaclientid is set on first page load
- Append UTM prevented to add UTMs to certain URLs like hash, tel: and mail to, and anchor (accordion) script etc.

3.0.36 (Oct 27, 2021)

- Adding global header for version track
- Adding GA4 support for WooCommerce Conversion API
- traffic_source = new tracking cookies for Paid, Organic, Direct, Referral and Other
- WooCommerce Report Bugfix: WPDB prefix
- WooCommerce Conversion API, new field added - item

3.0.35 (Oct 07, 2021)

- HandL parameter cookie capture optimization for client-side, a fix for servers having caching enabled
- utm-out added to body class when append utm enabled
- some small bug fixes

3.0.34 (Sep 30, 2021)

- Fatal elementor bug fixed

3.0.33 (Sep 30, 2021)

- Native Elementor Form support
- Wildcard support for all the form fields

3.0.32 (Sep 28, 2021)

- WooCommerce Report Release
- WooCommerce Exporter Bugfix
- HandL Parameters Cache Buster Fix

3.0.31 (Sep 07, 2021)

- Fixing Cookie JS undefined bug
- Small Fixes for FB CAPI

3.0.30 (Aug 27, 2021)

- First/Last Touch Track Bugfix
- Woocommerce to Facebook Conversion API (FB CAPI)
- Rare plugin activation related bug fix
- WooCommerce order data export improvement
- WooCommerce order list view (including utm_ columns)
- Gravity Form Zapier form_id field added

3.0.29 (Apr 18, 2021)

- BugFix: WooCommerce IPN (Postback) supports GET request

3.0.28

- Append UTMs to links client-side (Cache Friendly Append)
- WooCommerce appending UTMs to admin email
- WooCommerce IPN (Postback) supports

3.0.27 (Mar 13,2021)

- Gravity Form bug fix for multi page form
- First touch attributes shortcode showing when there is no COOKIES bugfix
- Thrive Editor utm-out appends queries in the editor fix

3.0.26

- New shortcode: user_agent added
- Bugfix: Gravity form automatic fields add

3.0.25

- Firefox Cookie SameSite attribute warning fix: gaclientid
- Dynamics 365 bug fix and improvements

3.0.24 (Jan 31, 2021)

- Firefox Cookie SameSite attribute warning fix
- Append UTM for data-url tags

3.0.23

- Contact Form 7 - Zapier honeypot fix
- Critical bug fix affecting cookie tracking

3.0.22 (Jan 18, 2021)

- Dynamics 365: Bug fix in the console

3.0.21 (Jan 18, 2021)

- Contact Form 7 (CF7) Spam Filtering
- WP Rocket removed due to compatibility isssue
- Added GCLID Reporter

3.0.20 (Jan 16, 2021)

- Dynamics 365 integration
- WP Rocket support

- Improved cookie / cache management

3.0.19 (Dec 18, 2020)

- Affiliate WP Support
- ARForms Support
- Forminator Support

3.0.18 (Dec 01, 2020)

- Gravity Form - Client Side tracking improved
- Pantheon caching fix
- Divi button append utm feature added
- Pantheon related license fix

3.0.17 (Oct 27, 2020)

- Feature: Divi Contact Form
- append_all_i attribute for input wrappers to append all the UTMs via shortcode

3.0.16 (Oct 23, 2020)

- Bugfix: Oxygen Builder GDPR conflict fix
- Bugfix: Predefined variables honoring GDPR
- Bugfix: Plugin updater fix for non standard plugin directory
- Ultimate GDPR & CCPA Compliance Toolkit Compatibility added
- Fluent Forms support added

3.0.15 (Oct 18, 2020)

- Thrive Leads to Zapier
- Thrive Leads to Integromat
- Formidable Forms to Zapier
- Formidable Forms to Integromat

3.0.14 (Oct 13, 2020)

- Divi Support
- WooCommerce Export Orders (with UTM Grabber parameters)

- Bugfixes for decoding URL (for %s sign)

3.0.13 (Oct 09, 2020)

- Zapier logic improvements
- Integromat support
- UTM collection from WordPress Comment
- Contact Form 7: HandL UTM Grabber shortcodes added

3.0.12 (Sep 30, 2020)

- Formidable Form: Value decoding fix for multi words values
- Formidable Form: Allowing mutliple forms to work for field key (key ids are replaced to be unique when there is multiple forms)

3.0.11 (Sep 22, 2020)

- organic_source_str bug fix

3.0.10 (Sep 18, 2020)

- GDPR exposing shortcodes fixed
- passing query arguments through iframe and saving them in cookies
- organic_source_str for proper Source tracking (e.g. Google, Bing, LinkedIn etc.)
- Cookie Notice compatibility logic fix
- Gravity Forms: Easy add/remove parameters to all the forms

3.0.9 (Sep 09, 2020)

- Form ID added to Contact Form 7 to Zapier Webhook integration
- Design improved for license field in Plugins
- WooCommerce Postback Fix for payment_complete
- Other important bug fixes

3.0.8 (Aug 28, 2020)

- Added URL Builder for WooCommerce Postbacks for easier configururation.
- Added variable casting for WooCommerce Postbacks. This is especially for event value in Google Analytics which requires integer value.

3.0.7 (Aug 28, 2020)

- HandL UTM Grabber V3 Metabox added in order page
- WooCommerce to Google Analytics improved

3.0.6 (Aug 25, 2020)

- Define domain to record cookies (great for driving traffic from subdomains to domain)

3.0.5 (Aug 25, 2020)

- Predefined custom fields (shortcodes)
- some important cookie related bugfixes

3.0.4 (Aug 20, 2020)

- Formidable implementation
- Cookie fixes for subdomains: Cookies saved in subdomain is accessible for the domain
- Ultimate member integration
- Cookie notice plugin seemlesly integrate with GDPR in HandL UTM Grabber

3.0.3 (Aug 15, 2020)

- WPForms integration
- First touch attribute introduced
- WooCommerce Webhook/IPN/S2S implemented
- Some minor bug fixes & design changes

3.0.2

- Some minor bug fixes

3.0.1

- Easily append all the parameters to the button created via Elementor Pro
- Ninja Form supports customer paramaters out of the box

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